

# Page One ---of Four Pages of the Most Important Advertisement Ever Published in Fairmont

Concerning Our Semi-Annual

## MARKED DOWN SALE

Which Will Start on Thursday,  
December 14th, With Everything  
in the Store "Marked Down"

Storewide preparations have been going on for weeks and months past. Our buyers have combed the markets for merchandise of standard and staple quality and in such large quantities that they have bought at advantageous price-concessions. We have now gathered this budget of good merchandise into our store—the shelves and counters and racks are burdened with it and we are all set for the biggest and most helpful selling event in the history of Fairmont! Take our word—backed by years of fair and square dealing—that we are all ready to introduce on Thursday the 14th the grandest Sale of Men's, Women's and Children's Wearing Apparel, Dry Goods and many Household and Holiday items that one could possibly imagine!

Everything You and Your Family Need

The great beauty of this Marked Down Sale rests in the fact that EVERY MEMBER OF YOUR FAMILY is remembered with offerings of worthy merchandise at bountiful savings. There are Clothes and Shoes and Hats galore for Men, Women and Children. Infants are remembered with comforting Knitwear and many other things required for them. Blankets, Bedding, Linens, Dry Goods, and innumerable other household necessities are included in this storewide event.

Prices So Low They Will Set a  
New Standard of Value-Giving  
---"Dollar Specials" a Feature

The Fairmont Underselling Store is generally known to be the lowest place in town for reliable goods. On any day—whether during a sale or not—hundreds of Fairmonters and folks of Marion County buy their needs here AT LOWER PRICES THAN ANYWHERE ELSE IN THE CITY OR COUNTY. And with prices "Marked Down" greatly below the usual low prices it is a certainty that we will benefit thousands of thrifty people during this sale.

Remember the Opening Date---Thursday  
December 14th, and be Sure to Come!

No need to worry about the cost of Winter Clothing, Shoes, Dry Goods, Bedding and Holiday Things with the "Marked Down" Sale right at your finger tips. You and your family can purchase abundantly beginning Thursday morning AND EVERY PURCHASE WILL MEAN A HANDSOME SAVING. So get your plans arranged to come to this sale—set the alarm clock so you will be here early—come with your heart set upon buying worthy, desirable, reliable merchandise at the lowest prices you have ever known!



**PRICE**  
\$4.90  
For Boys'  
Corduroy  
Suits

**PRICE**  
\$1.90  
For Men's  
Corduroy  
and Work Pants

**PRICE**  
\$3.40  
For Men's  
Genuine  
Velour Hats

**PRICE**  
70c  
For Boys'  
Fleece-Ribbed  
Union Suits

**PRICE**  
90c  
For Ladies'  
Bungalow  
Aprons

**PRICE**  
\$1.90  
For Ladies'  
Vici Kid  
Dress Shoes

**PRICE**  
\$2.96  
For Large  
Size Bed  
Comfortables

**PRICE**  
\$3.90  
For Ladies'  
Real Silk  
Night Gowns

**PRICE**  
\$1.90  
For Girls'  
Black Beaver  
Hats

**PRICE**  
\$1.40  
For Ladies'  
3 Stem  
Human Hair  
Switches

**PRICE**  
\$2.90  
For Ladies'  
Bath Robes  
With Girdles

**PRICE**  
\$2.90  
For Men's  
All Leather  
Work-Shoes